**Making a Plan to Reduce Your Carbon Footprint Poster Evaluation Rubric**

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| **Criteria** | **Level 1 (50-60%)** | **Level 2 (61-70%)** | **Level 3 (71-80%)** | **Level 4 (81-100%)** |
| **KU – Effectiveness of the planned changes**  **/8** | Most of the proposed changes would not effectively reduce your carbon footprint. | A few of the proposed changes would not effectively reduce your carbon footprint. | Most of the proposed changes would effectively reduce your carbon footprint. | All of the proposed changes would effectively reduce your carbon footprint. |
| **APP – Application to different categories such as food, housing etc.**  **/8** | Most of the proposed changes don’t apply to the different categories. | A few of the proposed changes don’t apply to the different categories. | Most of the proposed changes apply to the different categories. | All of the proposed changes apply to the different categories. |
| **COM – Quality of illustrations and overall look and feel.**  **/8** | The illustrations are of low quality. | The illustrations are of moderate quality. | The illustrations are of good quality. | The illustrations are of exceptional quality. |
| **TIPS – Quality of the message to observers of the posters.**  **/8** | A person observing the poster would have a very difficult time understanding the message of the poster. | A person observing the poster would have some idea of what the message of the poster is but wouldn’t look closely at it. | A person observing the poster would have a good idea of what the message of the poster is and might look closer at it. | A person observing the poster would have a clear idea of what the message of the poster is and would feel strongly compelled to look more closely at it. |

/8 KU + /8 APP + /8 COM + /8 TIPS = /32 TOTAL

Teacher Comments: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_